



THE CITY OF SAN DIEGO
Public Library

FOR IMMEDIATE RELEASE
Thursday, March 24, 2005

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Library Workshop Helps Small Business Owners Choose a Name
Important Legal Issues Surrounding the Choice of a Business Name and Persona Discussed

SAN DIEGO –The City of San Diego Public Library will host a **free** workshop to help small business owners choose a name for their companies on Monday, April 25. This workshop will cover trademark basics; factors to consider in creating a business persona; and local, state, national and international filings. The session will include a lecture, displays, handouts and a question and answer period.

The workshop will be led by Karl M. Steins, a registered patent attorney, and the principal associate of Steins and Associates. Mr. Steins holds a BS in mechanical engineering/computer-aided design in addition to his JD. Along with his experience with trademarks, Mr. Steins has experience in patenting a variety of invention types, including mechanical, electro-mechanical, electrical, software, chemical, and artistic design.

The April 25 workshop will take place in the Second Floor Meeting Room at the Central Library, from 6 to 8 p.m. The Central Library is located at 820 E St. in downtown San Diego.

To register, or for more information, contact the Business Resources & Technology Link at the Social Sciences section of the Central Library at (619) 238-6630, email businesslink@sandiego.gov, or visit <http://sandiego.gov/public-library/services/businessstech.shtml>.

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